REFERENCES/BIBLIOGRAPHY

1. Adkins, L. (2005). The new economy, property and personhood. Theory, Culture & Society, 22(1), 111-130.
2. Amin, A., & Thrift, N. (2002). Cities: Reimagining the urban. Cambridge, England: Polity Press.
3. Anderson, Eugene W., & Sullivan, Mary W. (1993). "The Antecedents and Consequences of Customer Satisfaction for Firms," Marketing Science, Spring, p. 129.
4. Appadurai, A. (1986). Introduction: Commodities and the politics of value. In A. Appadurai (Ed.), The social life of things (pp. 3-63). Cambridge, England: Cambridge University Press.
5. Arvidsson, A. (2006). Brands: Meaning and value in media culture. London, England: Routledge.
6. AdeeAthiyaman (2004). "Antecedents and Consequences of Student Satisfaction with University Services: A Longitudinal Analysis", Academy of Marketing Studies Journal, January
7. Anderson, R.E. (1973). "CUSTOMER dissatisfaction: The effect of disconfirmed expectancy on Perceived Product Performance", Journal of Marketing Research, 10 February: 38-44.
8. Anita Sukhwal, "An integrated and Inclusive model for the development of Retailing in India". Marketing Mastemind, ICFAI University Pressw, June 2008 pp 20-24
9. Aandrew J Newman & Peter Cullen. "Retailing: Environemnt& Operations", Thomson learning Inc., 2007.
10. Bell, D. (2007). The hospitable city: Social relations in commercial spaces. Progress in Human Geography, 31, 7-22.
11. Bell, D., & Jayne, M. (2004). Conceptualizing the city of quarters. In D. Bell & M. Jayne (Eds.), City of quarters: Urban villages in the contemporary city (pp. 1-14). Aldershot, England: Ashgate.
12. Binnie, J., Holloway, J., Millington, S., & Young, C. (2006). Introduction: Grounding cosmopolitan urbanism: Approaches, practices and policies. In J. Binnie, J. Holloway,

S. Millington, & C. Young (Eds.), Cosmopolitan urbanism (pp. 1-34). London, England: Routledge.

13. Bookman, S. (2005). Framing consumption, configuring production, generating culture: An enquiry into the branding processes of Starbucks and Second Cup (Unpublished doctoral dissertation). University of Manchester, England.
14. Bourdieu, P. (1984). Distinction: A social critique of the judgment of taste (R. Nice, Trans). London, England: Routledge.
15. Brenda Jamieson "Retailing-getting it right", Nutrition & Food Science, Number:4, July/August, 1996, pp 14-18
16. Burkett, I. (1998). Coca-Community: Corporately imagined communities and the colonization of place. Development, 41, 59-64.
17. Callon, M., Méadel, C., &Rabeharisoa, V. (2002). The economy of qualities. Economy and Society, 31, 194-217.
18. Cormack, P. (2008). "True stories" of Canada: Tim Hortons and the branding of national identity. Cultural Sociology, 2, 369-384.
19. Cronin, A., & Hetherington, K. (2008). Introduction. In A. Cronin & K. Hetherington (Eds.), Consuming the entrepreneurial city: Image, memory, spectacle (pp. 1-19). London, England: Routledge. Gaudio, R. (2003). Coffeetalk: Starbucks™ and the **commercialization of casual conversation.** Language in Society, 32, 659-691.
20. Cardozo, R. (1965). "An experimental Study of Customer Effort, Expectation, and Satisfaction", Journal of Marketing Research, 2(8), 244-249.
21. Chetan Bajaj, RajnishTuli&Nitdhi Srivastava, "Retail Management", Oxford university Press, New Delhi, 2006, pp585-586.
22. Greenberg, M. (2008). Branding New York: How a city in crisis was sold to the world. London, England: Rutledge.
23. Hannigan, J. (1998). Fantasy city: Pleasure and profit in the postmodern metropolis. London, England: Rutledge.
24. Horpreet Singh and Narinder Kaur, "Retailing in India recent trends & Challenges", Indian Journal of Marketing, Vol.XXXVIII, No.4, April, 2008. Pp.49-54.
25. Ivanka, A.H., Suzana, M., SanjaRaspor. CUSTOMER Satisfaction Measurement in Hotel Industry: Content Analysis Study. p.3.
26. Jayne, M. (2006). Cities and consumption. London, England: Routledge.

27. Julier, G. (2005). Urban designscapes and the production of aesthetic consent. Urban Studies, 42, 869-887.
28. Kellner, D. (1995). Media culture: Cultural studies, identity and politics between the modern and the postmodern. London, England: Routledge.
29. Klein, N. (1999). No logo. Toronto, Ontario, Canada: Knopf Canada.
30. Knorr Cetina, K. (2001). Postsocial relations: Theorizing sociality in a postsocial environment. In G. Ritzer& B. Smart (Eds.), Handbook of social theory (pp. 520-537). London, England: Sage.
31. Kamboj navneet "Music sales boost tool", Retailer, Vol2, No.8, January15-February 14, 2005 pp.108-112.
32. Kisholoy Roy, "Store brands in organized Retail", Marketing Masterminds, Decmber, 2008, ICFAI University press: pp-.31-36.
33. Lash, S. (2002). Critique of information. London, England: Sage.
34. Laurier, E., & Philo, C. (2004). Cafes and crowds. Glasgow, Scotland: University of Glasgow School of
35. Lee H., Lee Y., Yoo D. (2000). "The determinants of perceived quality and its relationship with satisfaction", Journal of Services Marketing, Vol.14, No.3.
36. Luo, Xueming and C.B. Bhattacharya (2006). "Corporate Social Responsibility, Customer Satisfaction, and Market Value", *Journal of Marketing*, Vol.70, pp.1-18.
37. Madhurima Deb &Gautam Sinha, "Importance of service quality to retail customers" The ICFAI Journal of Marketing management, Vol.1, February, 2007, 6-17.
38. Monika Gupta"Brand positioning of General Stores" Business perspectives, Vol.6, No.2, July-Dec. 2004, pp.38-47.
39. Oliver, R. (1980). "Theoretical Bases of CUSTOMER Satisfaction Research: Review, critique, and future direction. In C. Lamb & P. Dunne (Eds), Theoretical Developments in marketing (pp.206-210). Chicago: American Marketing Association.
40. Olson, J. & Dover, P. (1979), "Disconfirmation of CUSTOMER expectations through product trial". Journal of Applied Psychology: Vol.64, pp.179-189.
41. Oliver, R.L. & J.E. Swan (1989a). "CUSTOMER Perceptions of Interpersonal Equity and Satisfaction in Transactions: A Field Survey Approach. Journal of Marketing, 53, (April), 21-35.
42. Parasuraman, A., Zeithamal, V.A. and Berry, L.L. (1994), "Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for future Research", Journal of Marketing, Vol.58, Jan pp.111-124.

43. Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "CUSTOMER Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", Proceedings of the Academy of Organizational Culture, Communication and Conflict. Vol. 7(2).
44. Parasuraman, A., Valarie, A. Zeithamal, and Leonard L. Berry (1988), "SERVQUAL: A Multiple-Item Scale for Measuring CUSTOMER Perceptions of Service Quality," Journal of Retailing, Vol.64, No.1, 12-40.
45. Stave Burt "The Stategic role of retail brands in British grocery Retailing" European Journal of Marketing, Vol.34, No.8, 2000, pp.875-890
46. Tarangvanish,V, Sandhya Bala, G.swaroop Reddy "Challenges faced by Indian retail Industry Marketing". Mastermind, Aug.2004, pp.44-47.
47. Vavra, T.G. (1997). Improving your measurement of customer satisfaction: a guide to creating, conducting, analysing, and reporting customer satisfaction measurement programs, American Society for Qualit. p.42.